



WSOC-TV

WSOC-TV
P.O. Box 37001
Charlotte, NC 28237
ph: (704) 335-4800
fx: (704) 335-4960

Advertiser
Agency
Buyer
Salesperson

Pol/Iss/NC Citizens 4 Progress (16868)
Shorr & Associates (2909)
D'ETTORRE, MICHAEL
Telerep/Philadelphia, Philadelphia (1057)
ph: (555) 555-5555

Product
Brand
Acct Types
Est/Headline
Demo
Revision
Comments

Political - Issue (1068)
NC CITIZENS PROGRESS (136194)
National/Political
/06364449
NC CITIZENS PROGRESS
***** THIS IS A CASH IN ADVANCE

Invoice 645805
Inv Date 10/28/2012
Terms Net 30
Contract 335889
Bill Type Standard
Period 10/1/2012 - 10/28/2012

CO-OP/Order Type No/Normal
Package
Gen. Date: 10/31/2012 11:33:52AM

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

AgM

Charlotte (WSOC)

DUPLICATE INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/Sec	Amount	Remarks
1.1	Contract Line Remarks:		<u>1X MAX/DAY</u>						
	Spot	7:00:00AM- 8:00:00AM	Day, Tu-1, Th-1	10/16/12 7:27AM (Tu)	00:30	GOOD MORNING AMERICA 7A-8A	NCCPTV1214	\$2000.00	
	Spot	7:00:00AM- 8:00:00AM	Day, Tu-1, Th-1	10/18/12 7:50AM (Th)	00:30	GOOD MORNING AMERICA 7A-8A	NCCPTV1214	\$2000.00	
2.1	Contract Line Remarks:		<u>1X MAX/DAY</u>						
	Spot	6:30:00AM- 7:00:00AM	Day, W-1, F-1	10/17/12 6:53AM (We)	00:30	EYEWITNESS NEWS DAYBREAK 5A	NCCPTV1214	\$2000.00	
	Spot	6:30:00AM- 7:00:00AM	Day, W-1, F-1	10/19/12 6:43AM (Fr)	00:30	EYEWITNESS NEWS DAYBREAK 6A	NCCPTV1214	\$2000.00	
3.0	Contract Line Remarks:		<u>1X MAX/DAY</u>						
	Spot	8:00:00AM- 9:00:00AM	Day, Tu-1, W-1, Th-1, F-1	10/16/12 8:54AM (Tu)	00:30	GOOD MORNING AMERICA M-F 8A-9A	NCCPTV1214	\$2000.00	
	Spot	8:00:00AM- 9:00:00AM	Day, Tu-1, W-1, Th-1, F-1	10/17/12 8:48AM (We)	00:30	GOOD MORNING AMERICA M-F 8A-9A	NCCPTV1214	\$2000.00	
	Spot	8:00:00AM- 9:00:00AM	Day, Tu-1, W-1, Th-1, F-1	10/18/12 8:39AM (Th)	00:30	GOOD MORNING AMERICA M-F 8A-9A	NCCPTV1214	\$2000.00	
	Spot	8:00:00AM- 9:00:00AM	Day, Tu-1, W-1, Th-1, F-1	10/19/12 8:48AM (Fr)	00:30	GOOD MORNING AMERICA M-F 8A-9A	NCCPTV1214	\$2000.00	
4.0	Contract Line Remarks:		<u>1X MAX/DAY</u>						
	Spot	12:00:00PM- 1:00:00PM	Day, Tu-1, W-1, Th-1, F-1	10/16/12 12:28PM (Tu)	00:30	EYEWITNESS NEWS 12P	NCCPTV1214	\$800.00	
	Spot	12:00:00PM- 1:00:00PM	Day, Tu-1, W-1, Th-1, F-1	10/17/12 12:43PM (We)	00:30	EYEWITNESS NEWS 12P	NCCPTV1214	\$800.00	
	Spot	12:00:00PM- 1:00:00PM	Day, Tu-1, W-1, Th-1, F-1	10/18/12 12:35PM (Th)	00:30	EYEWITNESS NEWS 12P	NCCPTV1214	\$800.00	
	Spot	12:00:00PM- 1:00:00PM	Day, Tu-1, W-1, Th-1, F-1	10/19/12 12:54PM (Fr)	00:30	EYEWITNESS NEWS 12P	NCCPTV1214	\$800.00	
5.0	Contract Line Remarks:		<u>1X MAX/DAY</u>						
	Spot	4:00:00PM- 5:00:00PM	Day, Tu-1, W-1, Th-1, F-1	10/16/12 4:21PM (Tu)	00:30	DR. OZ SHOW	NCCPTV1214	\$850.00	
	Spot	4:00:00PM- 5:00:00PM	Day, Tu-1, W-1, Th-1, F-1	10/17/12 4:10PM (We)	00:30	DR. OZ SHOW	NCCPTV1214	\$850.00	
	Spot	4:00:00PM- 5:00:00PM	Day, Tu-1, W-1, Th-1, F-1	10/18/12 4:30PM (Th)	00:30	DR. OZ SHOW	NCCPTV1214	\$850.00	
	Spot	4:00:00PM- 5:00:00PM	Day, Tu-1, W-1, Th-1, F-1	10/19/12 4:12PM (Fr)	00:30	DR. OZ SHOW	NCCPTV1214	\$850.00	
6.0	Contract Line Remarks:		<u>1X MAX/DAY</u>						
	Spot	6:00:00PM- 6:30:00PM	Day, Tu-1, W-1, Th-1, F-1	10/16/12 6:23PM (Tu)	00:30	EYEWITNESS NEWS 6P	NCCPTV1214	\$3000.00	
	Spot	6:00:00PM- 6:30:00PM	Day, Tu-1, W-1, Th-1, F-1	10/17/12 6:27PM (We)	00:30	EYEWITNESS NEWS 6P	NCCPTV1214	\$3000.00	
	Spot	6:00:00PM- 6:30:00PM	Day, Tu-1, W-1, Th-1, F-1	10/18/12 6:23PM (Th)	00:30	EYEWITNESS NEWS 6P	NCCPTV1214	\$3000.00	
	Spot	6:00:00PM- 6:30:00PM	Day, Tu-1, W-1, Th-1, F-1	10/19/12 6:13PM (Fr)	00:30	EYEWITNESS NEWS 6P	NCCPTV1214	\$3000.00	
7.1	Contract Line Remarks:		<u>1X MAX/DAY</u>						
	Spot	7:00:00PM- 7:30:00PM	Day, W-1, F-1	10/17/12 7:09PM (We)	00:30	INSIDE EDITION	NCCPTV1214	\$3000.00	
	Spot	7:00:00PM- 7:30:00PM	Day, W-1, F-1	10/19/12 7:29PM (Fr)	00:30	ENTERTAINMENT TONIGHT	NCCPTV1214	\$3000.00	
8.0	Contract Line Remarks:		<u>1X MAX/DAY</u>						
	Spot	11:35:00PM-12:05:00AM	Day, Tu-1, W-1, Th-1	10/16/12 11:37PM (Tu)	00:30	EYEWITNESS NEWS 11P M-SU	NCCPTV1214	\$1200.00	
	Spot	11:35:00PM-12:05:00AM	Day, Tu-1, W-1, Th-1	10/17/12 11:56PM (We)	00:30	Nightline	NCCPTV1214	\$1200.00	
	Spot	11:35:00PM-12:05:00AM	Day, Tu-1, W-1, Th-1	10/18/12 11:36PM (Th)	00:30	EYEWITNESS NEWS 11P M-SU	NCCPTV1214	\$1200.00	
9.0	Contract Line Remarks:		<u>1X MAX/DAY</u>						
	Spot	7:00:00AM- 8:00:00AM	Day, Sa-1	10/20/12 7:53AM (Sa)	00:30	EYEWITNESS NEWS SATURDAY 7A	NCCPTV1214	\$900.00	
10.0	Contract Line Remarks:		<u>1X MAX/DAY</u>						
	Spot	8:00:00AM- 9:00:00AM	Day, Sa-1	10/20/12 8:49AM (Sa)	00:30	Good Morning America Saturday	NCCPTV1214	\$1200.00	
11.0	Contract Line Remarks:		<u>1X MAX/DAY</u>						
	Spot	12:05:00AM-12:35:00AM	Day, F-1	10/19/12 12:24AM (Fr)	00:30	Nightline	NCCPTV1214	\$1200.00	



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12.0	Spot	7:00:00AM- 8:00:00AM	Per week (2),We,Fr	10/17/12 7:50AM (We)	:15/:15	GOOD MORNING AMERICA 7A-BA	NCCPTV1215	\$1000.00	
12.0	Spot	7:00:00AM- 8:00:00AM	Per week (2),We,Fr	10/17/12 7:51AM (We)	:15/:15	GOOD MORNING AMERICA 7A-BA	NCCPTV1215	\$1000.00	
12.0	Spot	7:00:00AM- 8:00:00AM	Per week (2),We,Fr	10/19/12 7:48AM (Fr)	:15/:15	GOOD MORNING AMERICA 7A-BA	NCCPTV1215	\$1000.00	
12.0	Spot	7:00:00AM- 8:00:00AM	Per week (2),We,Fr	10/19/12 7:49AM (Fr)	:15/:15	GOOD MORNING AMERICA 7A-BA	NCCPTV1215	\$1000.00	
13.0	Spot	6:30:00AM- 7:00:00AM	Per week (2),Tu,Th	10/16/12 6:28AM (Tu)	:15/:15	EYEWITNESS NEWS DAYBREAK 6A	NCCPTV1215	\$1000.00	
13.0	Spot	6:30:00AM- 7:00:00AM	Per week (2),Tu,Th	10/16/12 6:29AM (Tu)	:15/:15	EYEWITNESS NEWS DAYBREAK 6A	NCCPTV1215	\$1000.00	
13.0	Spot	6:30:00AM- 7:00:00AM	Per week (2),Tu,Th	10/18/12 6:52AM (Th)	:15/:15	EYEWITNESS NEWS DAYBREAK 6A	NCCPTV1215	\$1000.00	
13.0	Spot	6:30:00AM- 7:00:00AM	Per week (2),Tu,Th	10/18/12 6:54AM (Th)	:15/:15	EYEWITNESS NEWS DAYBREAK 6A	NCCPTV1215	\$1000.00	
14.0	Spot	6:58:00PM- 7:30:00PM	Per week (2),Tu,Th	10/16/12 6:59PM (Tu)	:15/:15	NC GUBERNATORIAL DEBATE PRESENTED BY NCAB	NCCPTV1215	\$1500.00	
14.0	Spot	6:58:00PM- 7:30:00PM	Per week (2),Tu,Th	10/16/12 7:00PM (Tu)	:15/:15	NC GUBERNATORIAL DEBATE PRESENTED BY NCAB	NCCPTV1215	\$1500.00	
14.0	Spot	6:58:00PM- 7:30:00PM	Per week (2),Tu,Th	10/18/12 7:20PM (Th)	:15/:15	INSIDE EDITION	NCCPTV1215	\$1500.00	
14.0	Spot	6:58:00PM- 7:30:00PM	Per week (2),Tu,Th	10/18/12 7:22PM (Th)	:15/:15	INSIDE EDITION	NCCPTV1215	\$1500.00	

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

Gross Total	\$61,500.00	Total Spots	40
Commission	(\$9,225.00)		
Net Total	\$52,275.00		